

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant :	Dwight Allen Merriman et al.	Art Unit :	3714
Serial No. :	10/798,342	Examiner :	Ronald Laneau
Filed :	March 12, 2004	Conf. No. :	5601
Title :	METHOD OF DELIVERY OF TARGETING, AND MEASURING ADVERTISING OVER NETWORKS		

Mail Stop Amendment

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF AUGUST 14, 2009

Please amend the above-identified application as detailed below and consider the following remarks.

Amendments to the claims are reflected in a listing of claims that begins on page 2 of this paper.

Remarks begin on page 7 of this paper.

An Appendix beginning on page 10 includes copy of the priority document of a cited reference.